

WORKING CAPITAL MANAGEMENT IN DABUR INDIA LTD

A CASE STUDY

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ABSTRACT

The aim of working capital management is to achieve balance between having sufficient working capital to ensure that the business is liquid but not too much that the level of working capital reduced profitability. Working capital management is essential for the long term success of a business. No business can survive if it cannot meet its day today obligations. A business must therefore have clear policies for the management of each component of working capital. Sufficient liquidity must be maintained in order to ensure the survival of the business in the long-term as well. Even a profitable business may fail if it does not have adequate cash flow to meet its liabilities as they fall due. This research Article covers the concept of working capital, factors influencing its requirements and components of Dabur Ltd in last 10 years. It also highlights the various factors which are responsible for improvement in working capital of the company.

KEY WORDS: Working Capital, Operating cycle, liquidity